

THE BOSTON STORE'S BIG SUMMER SALE WILL BE A Regular Before-the-War Bargain Sale

Prices "before the war" were lower than they are now. We may not be able to touch the low prices of those days, but during this sale we are going to make the nearest approach to the good old times that it is possible to accomplish. Every department contributes its quota to the long list of bargains—and when we say bargains we mean just what that word implies. Boston Store bargains are wanted merchandise at prices considerably below the current market rate, and up to the standard of quality that is naturally expected of a store with the standing like that of the Boston Store.

CLIP OUT THE PARTS OF THIS ADVERTISEMENT THAT INTEREST YOU—CHECK OFF THE ITEMS YOU WANT—AND COME EARLY

SALE BEGINS SATURDAY MORNING

Kitchenware Department

Lenox Soap—
SALE PRICE 4 FOR 25c

Ivory Soap Flakes—
SALE PRICE 10c

Enamelware Stove Polish—
SALE PRICE 9c

Vulcanol Stove Polish—
SALE PRICE 9c

25c Whisk Brooms—
SALE PRICE 19c

No. 6 Floor Brooms—
SALE PRICE 63c

No. 7 Floor Brooms—
SALE PRICE \$1.15

Dustless Mops—
SALE PRICE 39c

White Shelf Paper in 5-yard pieces—
SALE PRICE 5c

Japanese Scrap Baskets—
SALE PRICE 50c

Heavy Scrub Cloths—
SALE PRICE 19c

Clothes Brushes—
SALE PRICE 10c

Long Handle Floor Scrubs—
SALE PRICE 69c

Window Screens, 24 by 32 inches—
SALE PRICE 69c

Shopping Baskets—
SALE PRICE 49c

Good Table Tumblers—
SALE PRICE 75c DOZEN

Folding Garment Hangers—
SALE PRICE 10c

Earthen Teapots—
15c—25c and 35c

Galvanized Oil Cans—5-gallon size—
SALE PRICE \$1.50

Granite Coffee Pots—2-quart—
SALE PRICE 25c

Granite Tea Pots—3-quart—
SALE PRICE 75c

Neckwear Department

Beautiful Organza Collars and Sets—
Sheer Organza is the most charming of the many materials used for the latest neckwear, and these 75c Collars and Sets represent the latest styles—
SALE PRICE 37c

50c Collars of fine Organza and dainty Georgette, regular price 50c—
SALE PRICE 17c

A miscellaneous lot of Neckwear, including Guimpes, Stocks, White Pique and Colored Jabots, and Linen Collars, at all prices from 75c to \$1.00—
SALE PRICE 5c EACH

75 dozen Women's White Cotton Handkerchiefs, 26c values, with 1-8 inch hem—
SALE PRICE 17c

75 dozen White Cotton Handkerchiefs, either plain or embroidered, regular price 17c—
SALE PRICE 12½c

50 dozen White Cotton Handkerchiefs of a very good quality, for a very low sale price. All have 1-8 inch hem—
SALE PRICE 10c, 3 FOR 25c

75 dozen Men's Cotton Handkerchiefs, made of fine soft cotton, plain or initialed and of regular 26c quality—
SALE PRICE 17c

Men's Colored Border Handkerchiefs, which we sell regularly for 30c—
SALE PRICE 39c

50 dozen Men's Fine Cotton Handkerchiefs, which sell regularly for 16c apiece. Made with 1-4 inch hem—
SALE PRICE 12½c

Ribbon Department

7-Inch Moire Ribbons—Ribbons which we have been selling at \$1.25 a yard. We have them in pink, blue, white and all shades—
SALE PRICE 98c

Flat Ribbons for Hair Bows. Hand-some plaids which we sell regularly for \$1.00 a yard—
SALE PRICE 75c

11.50 Moire Ribbons—
SALE PRICE 75c

Small odd lot of Ribbons which are actually worth 50c a yard—
SALE PRICE 33c

Lace and Embroidery Dep't

10c Embroidered Edges—
SALE PRICE 5c

16c Embroidered Edges—
SALE PRICE 10c

35c Wide Embroidered Edges—
SALE PRICE 25c

46c Wide Embroidered Edges—
SALE PRICE 35c

40c-inch Dress Flouncings, which are actually worth \$1.25 a yard—
SALE PRICE 75c

TO CLOSE OUT
TUCKED NET AND RUFFLED
ORGANZA FLOUNCINGS
We are going to clean up our entire stock of these pretty flouncings at a very special price.
ALL ARE REDUCED
JUST ONE-THIRD

10c Val Laces—
SALE PRICE 5c

16c Crochet Edges—
SALE PRICE 10c

15c White and Ecru Linen Lace—
SALE PRICE 10c

15c Cotton Torchon Laces—
SALE PRICE 10c

Wide Imitation Crochet Laces for making camisoles, regular price 25c a yard—
SALE PRICE 15c

One lot of regular 35c Vellings—
SALE PRICE 15c

We offer some splendid bargains in short lengths of Venice and Fillet Laces. If you need a short piece of either of these two varieties now is the time to buy it.

ODDS AND ENDS OF TRIMMINGS
AT HALF-PRICE

Boston Store Men's Shop

25c Black Cotton Socks—
SALE PRICE 21c

45c Nevertear Socks, in black and colors—
SALE PRICE 3 FOR \$1.00

75c Mercerized Lisle Socks, in all colors, and medium or light weight—
SALE PRICE 55c

1.55 Fancy Silk and Lisle Socks—
A broken assortment, but if we can fit you, here is a bargain—
SALE PRICE 98c

50c Garters—Boston, Paris or Brighton makes—
SALE PRICE 29c

BEAUTIFUL SILK NECKWEAR
A splendid assortment in all shapes, and best colorings. Exclusive patterns—
1.00 quality—SALE PRICE 79c
1.50 quality—SALE PRICE \$1.10
2.00 quality—SALE PRICE \$1.39
2.50 quality—SALE PRICE \$1.98

75c Pioneer Suspenders—
SALE PRICE 59c

Men's \$1.25 Summer Underwear—
Bainbridge and Sea Island Cotton Shirts and Drawers, in the famous "Boxford" make—
SALE PRICE 95c

One lot of Negligee Shirts, in values up to \$4.00 each. These are "De Luxe" make, in coat style with French double cuffs. Fine Percale and good Madras are the materials used, and we have all sizes from 14 to 17. These shirts are slightly soiled hence the reduction in price—
SALE PRICE \$1.95

Nainsook and Zephyr Athletic Union Suits—"Shedaker" make, and the equal of any \$2.00 union suit on the market. Sizes 34 to 48—
SALE PRICE \$1.29

Boys' \$1.75 Outing Shirts with collar attached. Sizes 12½ to 14—
SALE PRICE \$1.45

Men's \$2.00 Outing Shirts with attached collars. Sizes 14 to 17—
SALE PRICE \$1.79

25c Washable Four-in-Hands—the colors are all fast—
SALE PRICE 25c

\$2.00 and \$3.50 Negligee Shirts, made of French Percale and fancy Oxford Negligee of very fine quality. All sizes offered—
SALE PRICE \$2.79

Yorfas and De Luxe Shirts of the better grades, in values from \$3.50 to \$5.00—
REDUCED TWENTY PER CENT.

\$2.00 Manhattan and Peerless Union Suits—Athletic style, in all sizes—
SALE PRICE \$1.45

QUALITY INDIVIDUALITY SERVICE The Boston Store's APPAREL SHOP

Sensational Reductions In Women's and Misses' Apparel of All Kinds

ANOTHER CHANCE TO SAVE BIG MONEY

\$45.00 All-Wool Jersey Suits SALE PRICE \$25.00

GENUINE CAMEL'S HAIR POLO CLOTH COATS
HANDSOME GARMENTS IN VALUES TO \$85.00 Sale Price \$29.50

\$75.00 Silk Tricolette Dresses SALE PRICE \$39.50

\$85.00 Silk Tricolette Dresses SALE PRICE \$45.00

DAINTY FROCKS

For Summer Wear, at Sale Prices

VOILE DRESSES, In Values to \$10.00
Sale Price \$5.98

VOILE DRESSES, In Values to \$15.00
Sale Price \$10.00

WOMEN'S GINGHAM DRESSES

We offer a large assortment of good looking, sturdy Gingham Dresses, at prices which will astonish you. They are pretty, stylish, and excellent value.
Sale Prices \$10 and \$12.50

WHITE SKIRTS

Positive Necessities, at Sale Prices

SURF SATIN SKIRTS, worth \$10.00
Sale Price \$6.50

GABARDINE AND PIQUE SKIRTS
Value \$7.50
Sale Price \$4.98

CHILDREN'S DRESSES

For girls from 6 to 14 years old. They are principally Ginghams, and the prices go as high as \$10.00.
Sale Price \$3.98

Entire Stock of Blouses Marked At Below Cost Prices For This Sale

Sweaters In Large Assortment—Many New Ones—At Lowest Sale Prices

ONE REEL OF WHITE DRESSES FOR MISSES—
THEY ARE ALL SLIGHTLY SOILED, BUT EVERY ONE IS A BIG BARGAIN. **Half Price**

The Boston Store Millinery Shop

TIMELY MILLINERY BARGAINS YOU WILL APPRECIATE

One Lot of About Seventy-Five Trimmed Hats At Half-Price or Less

A very pleasing selection of Boston Store Trimmed Hats of all kinds. Some of them are large—some of them are all black and rather small—and there are hats in almost every color you could wish for. All of them are our regular stock and pattern hats and up to our regular standard in every way.

Hats which were \$5.00 to \$7.50 SALE PRICE \$2.98

Hats which were \$7.50 to \$10.00 SALE PRICE \$5.00

A Special Lot of
Untrimmed Bangkok Hats
In Natural Color
SALE PRICE \$1.98

These hats should sell for \$3.50 or \$4.00, and are the ideal mid-summer hats. They are almost as light as a feather, and afford absolute protection from the sun, as well as appearing in the best shapes and styles.
Sale Price \$1.98

A Wonderful Selection of
Untrimmed Hats
SALE PRICE \$1.79

It's the chance of the season. There's a splendid variety for your choice, comprising almost every desirable shape, and all the colors which are used this season, as well as black. The regular prices have been from \$3.00 to \$5.00 all of this season, and the hats were fully worth the regular price.
Sale Price \$1.79

Wash Goods Department

35c Supreme Percaloes—they are narrow, 24-inch, but of excellent quality, and we offer a wonderful bargain—
SALE PRICE 25c

45c Dress Percaloes, in light or dark ground designs. A full yard wide—
SALE PRICE 35c

55c Dress Percaloes of the finest quality, in many pleasing patterns and colors. Width 36 inches—
SALE PRICE 45c

35c Apron Ginghams, in staple check designs and colors. Width 27 inches—
SALE PRICE 27c

39c Dress Ginghams, in stripes, checks and plaids of all colors. Width 37 inches—
SALE PRICE 33c

49c Dress Ginghams, in Zephyr weight. A soft finish cloth, in two widths, 27 and 32 inches. Large variety of designs and colors—
SALE PRICE 39c

59c Dress Ginghams of fine quality, in many pretty staple and novelty patterns. Width 32 inches—
SALE PRICE 49c

49c Ripplette—the genuine—30 inches wide, in all the staple colorings—
SALE PRICE 42c

23c Samson Suiting—a yard wide—
SALE PRICE 25c

FANCY DRESS VOILES
Hundreds of designs and colorings, selected from the very best of this Spring's offerings. The most comprehensive stock in the city—
33c quality—SALE PRICE 25c
49c quality—SALE PRICE 39c
59c quality—SALE PRICE 49c
79c quality—SALE PRICE 67c
98c quality—SALE PRICE 84c

\$1.49 Aeroplane Cloth—made for the British government, and one of the finest cotton fabrics we have ever seen. A selection of very attractive colors. Width 36 inches—
SALE PRICE 85c

49c Woven Cotton Cheviots of good weight, in 32-inch width—
SALE PRICE 42c

Silk Department

35-inch Satin Messalines, in a full line of daylight and evening shades. A regular \$3.00 quality—
SALE PRICE \$2.39

40-inch Georgette Crepe, in thirty-five of the most popular colorings and shades. This charming silk we have been selling for \$2.90 a yard—
SALE PRICE \$2.29

40-inch Printed Georgettes, in choice designs—
\$3.00 quality—SALE PRICE \$2.29
\$4.00 quality—SALE PRICE \$3.19
\$4.50 quality—SALE PRICE \$3.39
\$5.00 quality—SALE PRICE \$3.79

40-inch Crepe de Chine—all pure silk, and shown in a full assortment of all colors, and black, regular price \$3.50—
SALE PRICE \$2.89

Yard-wide Satin de Chine, in many of the best colorings. Beautiful satin finish, and worth \$3.50 a yard—
SALE PRICE \$2.79

White Sport Silks, in three beautiful fancy weaves. The ideal material for the summer skirt, regularly \$7.50 a yard—
SALE PRICE \$5.79

Plain Pongees, in natural color only. These are both 33 inches wide—
\$1.25 quality—SALE PRICE 97c
\$3.00 quality—SALE PRICE \$1.59

Dress Goods Department

Storm Serge, a yard wide serge, which we can recommend as all wool, and a full yard wide, we have in navy and black—
SALE PRICE \$1.79

42-inch Mohair of a well known English make—narrow, self-colored stripe designs, regular price \$2.00—
SALE PRICE \$1.49

\$2.50 French Serge, every thread of which is wool, and it is 42 inches wide. Shown in navy, brown, green, plum, wine and black—
SALE PRICE \$2.19

48-inch French Serge which we have been selling for \$3.50. It is all wool and we are able to offer it in all the staple and some of the fancy colors—
SALE PRICE \$2.89

\$3.50 Poirer Twill is another splendid bargain. It is 42 inches wide, of medium weight and we have it in navy, taupe, copenhagen, brown and black—
SALE PRICE \$2.87

50-inch Tricotine, in a splendid quality which we sell for \$5.00 a yard. This favorite suiting we have in navy, taupe, brown, midnight blue and copenhagen—
SALE PRICE \$3.89

STORM SERGES
The best suiting weight—navy Only—It is all 54 inches wide—
\$4.50 quality—SALE PRICE \$3.89
\$5.00 quality—SALE PRICE \$3.89
\$5.50 quality—SALE PRICE \$4.39
\$6.00 quality—SALE PRICE \$4.98

54-inch Golf Coatings, in sixteen of the best colorings. All medium weight and every thread pure wool. Sold regularly for \$6.50 a yard—
SALE PRICE \$5.19

Beautiful Wool Skirting Plaids—
42-inch, value \$4.50—
SALE PRICE \$3.49
54-inch, value \$6.50—
SALE PRICE \$4.89
54-inch, value \$8.75—
SALE PRICE \$6.99
54-inch, value \$9.75—
SALE PRICE \$7.39

Plain Wool Jersey, in a good assortment of dark colorings. All 54 inches wide, value \$4.50—
SALE PRICE \$3.39

Art Goods Department

Stamped Pillow Cases, selling regularly for \$2.25 a pair. Size 36 by 45 inches—
SALE PRICE \$1.75

Stamped Children's Night Gowns, in sizes from 6 to 12 years, regular price \$1.75—
SALE PRICE \$1.19

Stamped Children's Envelope Chemises. All sizes, 6 to 12 years. A novelty garment, regular price \$1.25—
SALE PRICE 79c

Stamped Children's Muslin Dresses, sizes from 2 to 8 years—
Value \$1.25—SALE PRICE 89c

Value \$1.98—SALE PRICE \$1.69

Stamped Children's Rompers, sizes 2 to 4 years, regular price \$2.25—
SALE PRICE \$1.79

Stamped Children's Pique Dresses, in 6 year size only. Value \$3.75—
SALE PRICE \$2.39

Stamped Children's Pique Suits, for little ones from 2 to 4 years old, regular prices \$2.98—
SALE PRICE \$2.25

Women's Stamped Envelope Chemises, sizes 38, 40, and 42, in nainsook. The regular price is \$2.98—
SALE PRICE \$2.25

Women's Stamped Night Gowns, sizes 15, 16 and 17, regular price \$2.25—
SALE PRICE \$1.89

The Boston Store
The Reid & Sigler Co.

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